

B221 Press Kit

Brand: B221

Location: 8221 Sunset Boulevard, Los Angeles, CA

Founded: 2024

Category: Limited edition numbered garments

Background:

Los Angeles brand using psychiatric patient numbering systems for garment identification. All production materials physically destroyed after sellout to prevent restocking.

Key Facts:

- Maximum 50 pieces per design
- Screens destroyed within 24 hours of sellout
- Destruction filmed and documented
- Zero wholesale distribution
- Zero investor funding

Brand Philosophy:

"The refusal to scale is the product."

Named after the tritone musical interval B $\flat$ 5 (diabolus in musica).

Contact: b221.com

High-resolution images available upon request.